

Comment regarding the proposed National Do Not Call Registry:

According to the Direct Marketing Association (which, by the way, maintains a NATIONAL DO NOT CALL LIST, made available for use by its members), Telemarketing is a \$662 BILLION dollar industry nationwide - nearly 6% of the gross domestic product - and has 6 MILLION employees. Remember that any decision that impacts telemarketing companies negatively, will impact the lives of these employees and the communities they live in negatively as well.

As co-owner of a telemarketing company that has grown by 700% our first year and created approximately 45 jobs, I am writing to suggest -

First, that a National Do Not Call Registry is not needed; While the efforts and roles of the FCC and FTC in protecting our nation's citizenry are greatly appreciated, CURRENT law already requires telemarketers to maintain their own Do Not Call lists, of any prospect contacted by the company who requests not to be contacted again. Practically speaking, voluntary compliance is a logical consequence of an individual's request not to be contacted by phone. After all, why would telemarketing companies waste precious capital resources calling people that do not wish to be contacted?

That said, if a national DNC list is established, it should PRE-EMPT/OVERRIDE current state laws. It is unfair to expect companies to have to spend time and resources complying with different laws at both the Federal and State level. It would simplify matters for telemarketers and consumers alike if there were only ONE Do Not Call Registry, should one be established.

Finally, non profit organizations and those calling on behalf of non profit organizations should be exempt from not contacting consumers on any national registry that might be established. I suggest that even citizens who support such legislation, do not INTEND that it would apply to calls made by or on behalf of charitable organizations. In fact, there are numerous studies showing that calls for charities are the most well received of all telemarketing calls by consumers. It would be unfair to enact any legislation that would interfere with communications between these organizations and their supporters or prospective supporters, or, otherwise hinder cost effective efforts to enhance public awareness of the organization, it's programs, goals and objectives.

And I repeat: According to the Direct Marketing Association, Telemarketing is a \$662 BILLION dollar industry nationwide - nearly 6% of the gross domestic product - and has 6 MILLION employees. Remember that any decision that impacts telemarketing companies negatively, will impact the lives of these employees and the communities they live in negatively as well.